

# 2004 AIR FORCE MEDIA CONTEST STANDARD OPERATING PROCEDURE For Broadcast Media Entrants

This standard operating procedure provides background, general information, eligibility rules and procedures for the 2004 Air Force Media Contest.

***The Table of Contents (TOC) contains links to specific sections of this document. To go to a section, click on its title.***

<b>CONTENTS</b>	<b>PAGE</b>
<a href="#">SECTION I BACKGROUND</a>	2
<a href="#">SECTION II ELIGIBILITY</a>	2
<a href="#">SECTION III ENTRIES</a>	3
<a href="#">SECTION IV AWARDS</a>	3
<a href="#">SECTION V CATEGORIES AND SPECIFICATIONS</a>	4
<a href="#">Category A: Radio Entertainment Program</a>	5
<a href="#">Category B: Radio Spot Production</a>	5
<a href="#">Category C: Radio Report</a>	5
<a href="#">Category D: Radio Newscast</a>	6
<a href="#">Category E: Radio Information Program</a>	6
<a href="#">Category F: Television Information Program</a>	6
<a href="#">Category G: Television Spot Production</a>	6
<a href="#">Category H: Television Report</a>	7
<a href="#">Category I: Television Feature Report</a>	7
<a href="#">Category J: Local Television Newscast</a>	7
<a href="#">Category K: Television Newsbreak</a>	7
<a href="#">Category L: Regional Television Newscast</a>	8
<a href="#">Category M: Command Information Campaign</a>	8
<a href="#">Category N: Outstanding New Broadcaster</a>	9
<a href="#">Category O: Broadcast Journalist of the Year</a>	10
<a href="#">Category Q: Commander's Access Channel Program</a>	10
<a href="#">SECTION VI PACKAGING REQUIREMENTS FOR VIDEO PRODUCTS</a>	10
<a href="#">SECTION VII PACKAGING REQUIREMENTS FOR AUDIO PRODUCTS</a>	12
<a href="#">SECTION VIII MAILING INSTRUCTIONS &amp; DEADLINES</a>	14
<a href="#">SECTION IX REQUIRED DOCUMENTATION</a>	14
<a href="#">SECTION X CONTEST CONTACT INFORMATION</a>	16
<a href="#">SECTION XI JUDGING CRITERIA</a>	16
<a href="#">SECTION XII NOTIFICATION OF WINNERS</a>	17
<a href="#">Attachment 1: Background Paper</a>	18
<a href="#">Attachment 2: Broadcast Products and Air History</a>	19
<a href="#">Attachment 3: BJOY/Outstanding New Broadcaster Nomination Letter</a>	20

## **SECTION I - BACKGROUND**

The Air Force Media Contest is sponsored annually by the Secretary of the Air Force, Office of Public Affairs, and is conducted by the Air Force Broadcasting Service (AFBS) at Headquarters Air Force News Agency, Lackland AFB, Texas. The 2004 contest is the 49th such competition. Awards are presented to units and individuals for outstanding achievements in furthering the objectives of the Department of Defense (DoD) internal information program; achievement in promoting a fuller understanding of the missions of the DoD; and informing military men and women about current events, their heritage as American citizens, and the vital roles they play in the defense of the nation and the preservation of freedom and democracy.

## **SECTION II – ELIGIBILITY**

1. Entries for the 2004 Air Force Media Contest must have been produced between 1 January and 31 December 2004. The only exception is entries in Category M, Command Information Campaign, where at least half of the campaign must have taken place between 1 January and 31 December 2004.
2. Military units, personnel and civilian employees who submit material to or are assigned to a DoD Public Affairs activity may submit entries that meet the internal information objectives listed in Section I. All Air Force military or civilian employees submitting Individual entries will submit through the Air Force Media Contest. Organization submitting Unit awards will submit through the competition of the service that “owns” that station (i.e. AFN Kaiserslautern submits Unit entries through the Keith L. Ware competition, AFN Iwakuni submits Unit entries through the Air Force Media contest, etc.).
3. Air Force headquarters personnel and personnel assigned to the Office of the Secretary of Defense (OSD) or its elements in selected assignments (such as persons at the military broadcast services), may enter only the Broadcast Journalist of the Year category and not more than four other categories.
4. Occasional contributions by "guest" broadcasters not ordinarily engaged in public affairs activities are not eligible.
5. The following media may not be entered in the contest: broadcast productions funded by non-appropriated funds; educational and training films; products created primarily for public media or community relations programs; and commercially produced, contracted and mixed productions (for example, part in-house and part commercial contract productions).

[Return to Table of Contents](#)

### **SECTION III – ENTRIES**

1. The submitting unit will ensure all entries meet Department of Defense (DoD) and Service directives and regulations as well as category eligibility requirements. Entries must contribute to the internal information objectives of the Defense Department and meet the highest standards of production, execution, and professional excellence.
2. Organizations must forward Air Force Media Contest submissions to the Headquarters Air Force News Agency, Air Force Broadcasting Service for judging (see Sections VI and VII for video and audio packaging requirements and Section VIII for mailing instructions and deadlines).
3. Units may only submit one entry per category.
4. No single product may be submitted in more than one category, except when that product is entered in an individual category and as part of a submission for *Command Information Campaign (Category M)*, *Outstanding New Broadcaster (Category N)*, or *Broadcast Journalist of the Year (Category O)*.
5. In cases where a disagreement may arise as to the eligibility of a particular entry, AFNEWS/BGOO will confer with the submitting component. AFNEWS/BG will make the final decision on eligibility, after such discussion.

[Return to Table of Contents](#)

### **SECTION IV – AWARDS**

1. Awards are given in 16 broadcast categories.
2. The two types of awards are individual and unit.
3. Individual awards are used to recognize a production effort involving only one contributor. No additional contributors are allowed for these types of entries. Individual first place winners receive plaques and letters of commendation.
  - a. In cases when individual entries are selected for first-place awards, the organization responsible for rating the individual's performance also receives a plaque.
  - b. The winner in Category O, Broadcast Journalist of the Year, receives the "Eagle of Excellence" statuette in lieu of a plaque.
  - c. Individual second and third place winners receive certificates of achievement, as does the submitting organization.

4. Unit awards are used to recognize a production effort involving more than one contributor. In the case of unit entries, first place plaques are given to the unit and contributors receive certificates of achievement.
  - a. For second and third place unit entries, both the unit and contributors receive certificates of achievement.
  - b. Although there is no set limit to the number of contributors allowed per unit entry, those listed should be restricted to individuals who took an active role in the creation of the product. List these names under the "Contributors" block on the entry form.
5. Air Force Recognition Ribbon – Winners of first-place Individual awards and significant contributors to first place Unit awards are eligible to wear the Air Force Recognition Ribbon in accordance with Air Force Instructions 36-2803 and 36-2805 (under revision). Only one award of the Air Force Recognition Ribbon is allowed per individual per contest.

[Return to Table of Contents](#)

## **SECTION V - CATEGORIES AND SPECIFICATIONS**

1. Only one entry per category may be submitted.
2. No single product may be submitted in more than one category, except when that product is entered in an individual category and as part of a submission for *Command Information Campaign (Category M)*, *Outstanding New Broadcaster (Category N)*, or *Broadcast Journalist of the Year (Category O)*.
3. The following 16 Broadcast Media categories are established for the 2004 Air Force Media Contest:

***Note that Category Q, Commander's Access Channel Program, is an Air Force-level ONLY category. Winners in this category will NOT be forwarded to the DoD-level Thomas Jefferson Awards competition.***

### ***Category A: Radio Entertainment Program***

1. Specification: Entry will be a disc jockey program and may be either a special or regularly scheduled program.
2. Allowed Length: No limit. Although there is no set time limit for this category it is strongly recommended that you keep the finished entry to the minimum length necessary to provide a true representation of the product.
3. Additional Guidelines: Include all elements that are locally produced (i.e. local newscast, readers, spots, jingles, liners, interviews, etc.). Telescope out any non-local elements.
4. Submission Tips:
  - a. It is recommended that submissions be as coherent as possible. One suggestion for achieving this is to select one hour of an exceptional show and include all telescoped content for that hour. This will make it easier for judges to follow the intended flow.
  - b. Also, be advised that judges do not necessarily listen to the entire entry. For this reason it is advisable that submissions be strong from the start.

### ***Category B: Radio Spot Production***

1. Specification: Command Information radio spot.
2. Allowed Length: May be 15, 30 or 60 seconds in length.

### ***Category C: Radio Report***

1. Specification: May be a news, sports, or feature report.
2. Allowed Length: No limit.
3. Additional Guidelines: Typed lead-ins/tags for submitted stories must be submitted electronically along with the entry form. Include the category, title, and name of the primary contributor. Do not include the anchor's lead-in/tag to the story on the tape/CD/DVD.

**Category D: Radio Newscast**

1. Specification: Radio newscast.
2. Allowed Length: No limit.
3. Additional Guidelines: Telescope out any product within the newscast that is not provided by a military source.

**Category E: Radio Information Program**

1. Specification: This category includes Commander's/Captain's Calls, magazine programs and documentaries. Radio Newscast Specials are not eligible for this category.
2. Allowed Length: Up to 60 minutes.
3. Additional Guidelines: Include all elements that are locally produced (i.e. local news, readers, spots, jingles, liners, interviews, etc.). Telescope out any non-local elements.

**Category F: Television Information Program**

1. Specification: This category includes Commander's/Captain's Calls, magazine programs, documentaries. TV Newscast Specials are not eligible for this category.
2. Allowed Length: Up to 60 minutes.
3. Additional Guidelines: Telescope out any product within the program that is not provided by a military source.

**Category G: Television Spot Production**

1. Specification: Command Information TV spot.
2. Allowed Length: One spot 15, 30 or 60 seconds in length.

### ***Category H: Television Report***

1. Specification: Must be a news or sports story shot and produced within a 24-hour time period.
2. Allowed Length: No limit.
3. Additional Guidelines: Typed lead-ins/tags for submitted stories must be submitted electronically along with the entry form. Include the category, title, and name of the primary contributor. Do not include the anchor's studio lead-in/tag to the story on the tape/DVD. If font information for the story is not on the entry, then it must be included with the entry, on the lead-in/tag sheet.

### ***Category I: Television Feature Report***

1. Specification: May be a news or sports feature that was shot and produced during a period greater than 24 hours. Entry must be a report and not a program segment.
2. Allowed Length: No limit.
3. Additional Guidelines: Typed lead-ins/tags for submitted stories must be submitted electronically along with the entry form. Include the category, title, and name of the primary contributor. Do not include the anchor's studio lead-in/tag to the story on the tape/DVD. If font information for the story is not on the entry, then it must be included with the entry, on the lead-in/tag sheet.

### ***Category J: Local Television Newscast***

1. Specification: Local TV newscast.
2. Allowed Length: No limit.
3. Additional Guidelines: Telescope out any product within the newscast that is not provided by a military source.

### ***Category K: Television Newsbreak***

1. Specification: TV newsbreak.
2. Allowed Length: Must be between 1 and 2 minutes in length.
3. Additional Guidelines: Telescope out any product within the newsbreak that is not provided by a military source.

### ***Category L: Regional Television Newscast***

1. Specification: Must be regional or network-wide in scope, and target a regional audience.
2. Allowed length: No limit.
3. Additional Guidelines: Telescope out any product within the newscast that is not provided by a military source.

### ***Category M: Command Information Campaign***

1. Specification: Entries should be products produced in support of a specific local/regional command information campaign.
2. Allowed Length: Up to 10 minutes of products.
3. Additional Guidelines:
  - a. Full service locations must send both radio and television products; radio-only locations send radio products.
  - b. Entries must include a two-page documentation package comprised of a Background Paper and a Broadcast Products and Air History sheet (see examples on Attachments 1 and 2).
    - The Background Paper should identify the individual or organization requesting the campaign; identify the campaign's internal information objective(s); identify the target audience; summarize actions taken to meet campaign objectives; and summarize the campaign results. Include information on other campaign efforts if they were run in cooperation/coordination with the station's campaign, such as the base Public Affairs Officer or any other organization's publicity efforts. The campaign start date and, if applicable, the end date must be included in this run sheet.
    - The Broadcast Products and Air History Sheet must include both a list of the broadcast elements produced (spots, news stories, readers, interviews, special programs, etc.) and a brief air history summary. It may continue onto a second page if necessary.
  - c. At least half of the campaign must have taken place during the contest year. For example, if at least half of a safety holiday campaign takes place in December, but continues into January, it would fall in December's competition year.



- d. Each entry must include a run sheet with the title, length and type (spot, news, promo, etc.) of each product included in the entry. Run sheets must be submitted electronically with the entry form.
- e. If submitting on tape, submit both video and audio products on a single BetaCam SP tape. If submitting products on DVD, include all products in a single file.
- f. Where possible, do include anchor lead-in/tag for TV news reports so the judges can see the over-the-shoulder graphics used.

***Category N: Outstanding New Broadcaster***

- 1. Specification: This award recognizes uniformed personnel working in broadcasting for less than two years as certified by the submitting organization.
- 2. Allowed Length: Up to 15 minutes of products.
- 3. Additional Guidelines:
  - a. Submitting organizations may only nominate one candidate working in a broadcast location.
  - b. Entries should include (if available) assorted TV and radio products reflecting writing, directorial and production skills.
  - c. Products submitted must have been produced and broadcast to an internal audience during the contest year. The broadcast date is the first day the product aired for an internal audience.
  - d. Each entry must include a nomination letter (example on Attachment 3) and a one-page biographical sketch of the individual.
  - e. Any final script used in developing the entry products must be submitted electronically with the entry form.
  - f. Each entry must include a run sheet indicating the nominee's name, contribution to the product (e.g., writer, editor, producer, reporter, etc.), run time, first airdate, and location aired. Run sheets must be submitted electronically with the entry form.
  - g. If submitting on tape, submit both video and audio products on a single BetaCam SP tape. If submitting products on DVD, include all products in a single file.

**Category O: Broadcast Journalist of the Year**

1. Specification: This award recognizes the journalist whose products represent the highest standards of military broadcast journalism while communicating command information to the internal audience.
2. Allowed Length: Up to 15 minutes of products.
3. Additional Guidelines: Follow all additional guidelines listed under Category N, Outstanding New Broadcaster.

**Category Q: Commander's Access Channel Program (Air Force-level *ONLY*)**

1. Specification: Only programs produced specifically for Commander's Access Channels can compete in this category.
2. Allowed length: No limit.
3. Additional Guidelines: Include the entire entry; do not telescope out any of the program.

[Return to Table of Contents](#)

**SECTION VI - PACKAGING REQUIREMENTS FOR VIDEO PRODUCTS**

1. When submitting video products on BetaCam SP tapes:
  - a. Submit two copies of each entry, per category, on separate tapes. This means you should be submitting two Category F tapes (copies of each other), two Category G tapes, two Category H tapes, etc.
  - b. There will be many products associated with entries in Categories M, N, and O, but those products will be treated as a single entry.
  - c. Audio must be mixed. Entries with split-channel audio will be disqualified.
  - d. Follow the additional guidelines in paragraph 3 below.
2. When submitting video products on DVD:
  - a. Submit the least number of DVDs needed to contain all entries.

- b. Entries should be submitted as single-stream, uncompressed, data files (i.e. QuickTime, AVI, MPEG-2, etc.). Ensure no single entry is broken up into separate video and audio segments. Entries with segmented video and audio files will be disqualified.
  - c. DVDs should contain data files only. Do not add menus or attempt to “dress up” the files in any way.
  - d. Each category entry should be a separate file.
  - e. Each individual file submitted on DVD must be named according to the following naming convention: UnitName\_Category. For example, Detachment 10’s submission for Category K would be titled Det10\_K.
  - f. Follow the additional guidelines in paragraph 3 below.
3. All video entries will adhere to the following guidelines:
- a. All media must be clearly identified with a label on both the outer case and on the tape or disc. Include the following information:
    - Entry Category
    - Entry Title
    - Run Time
    - Submitting Organization
    - Contributor (a unit or individual depending on type of entry)
  - b. Each individual entry on the tape or disc must include the following:
    - A 10 second video slate with the following information:
      - ✓ Entry Category
      - ✓ Entry Title
      - ✓ Run Time
      - ✓ Submitting Organization
      - ✓ Contributor (a unit or individual depending on type of entry)
    - Two seconds of black
    - The entry
    - At least 30 seconds of black after the entry

NOTE: For Categories M, N, and O, provide initial slug/slate only at the start, do not slug/slate between examples on the tape. Ensure there is 3 seconds of black between each product on the tape.

- c. If you apply a paper label to a DVD, ensure it plays properly after the label is attached.
- d. Follow any additional packaging requirements outlined in the “Additional Guidelines” section of each category.

[Return to Table of Contents](#)

## **SECTION VII - PACKAGING REQUIREMENTS FOR AUDIO PRODUCTS**

1. When submitting audio products on cassette tapes:
  - a. Submit two copies of each entry, per category, on separate tapes. This means you should be submitting two Category A tapes (copies of each other), two Category B tapes, two Category C tapes, etc.
  - b. Audio must be mixed. Entries with split-channel audio will be disqualified.
  - c. Follow the additional guidelines in paragraph 4 below.
2. When submitting audio products on CD:
  - a. Submit the least number of CDs needed to contain all entries.
  - b. Entries should be submitted as data files (i.e. mp3 or wav). Do not submit entries as CD audio files (.cda files). Entries submitted as CD audio files will be disqualified.
  - c. Each category entry should be a separate file.
  - d. Each individual file submitted on CD must be named according to the following naming convention: UnitName\_Category. For example, Detachment 10's submission for Category K would be titled Det10\_K.
  - e. Follow the additional guidelines in paragraph 4 below.
3. When submitting audio products on DVD:
  - a. Submit the least number of DVDs needed to contain all entries. When also submitting video files on DVD, submit all audio and video files together on one disc.
  - b. Entries should be submitted as data files (i.e. mp3 or wav). Entries not submitted as data files will be disqualified.

- c. Each category entry should be a separate file.
  - d. Each individual file submitted on DVD must be named according to the following naming convention: UnitName\_Category. For example, Detachment 10's submission for Category K would be titled Det10\_K.
  - e. Follow the additional guidelines in paragraph 4 below.
4. All audio entries will adhere to the following guidelines:
- a. All media must be clearly identified with a label on both the outer case and on the tape or disc. Include the following information:
    - Entry Category
    - Entry Title
    - Run Time
    - Submitting Organization
    - Contributor (a unit or individual depending on type of entry)
  - b. Each individual entry on the tape or disc must include the following:
    - An audio slug with the following information:
      - ✓ Entry Category
      - ✓ Entry Title
      - ✓ Run Time
      - ✓ Submitting Organization
      - ✓ Contributor (a unit or individual depending on type of entry)
    - Two seconds of silence
    - The entry

NOTE: For Categories M, N, and O, provide initial slug only at the start, do not slug between examples on the tape. Ensure there is 3 seconds of silence between each product on the tape.

- c. If you apply a paper label to a CD or DVD, ensure it plays properly after the label is attached.
- d. Follow any additional packaging requirements outlined in the "Additional Guidelines" section of each category.

[Return to Table of Contents](#)

## **SECTION VIII – MAILING INSTRUCTIONS & DEADLINES**

The package that goes to the post office must meet these requirements:

1. All unit entries will be submitted as a single package.
2. Each organization must enclose a transmittal letter with its submission package. At a minimum the letter will list each category and indicate the title of the entry, the run time, and the organization that submitted it. Any category for which no entry was submitted will simply state “No entry.” The transmittal letter must also identify the broadcast service POC, his or her phone number, and e-mail address.
3. Broadcast competitors who wish to have their entries reviewed before the competition to ensure all paperwork and entries meet contest requirements must ensure their entries arrive at HQ AFNEWS/BGOO no later than 28 January 2005. Competitors who get their entries in early will be given the opportunity to correct any submission errors but the submitting unit is still responsible for meeting the final deadline.
4. The final deadline for submitting broadcast entries to the 2004 Air Force Media Contest is 18 February 2005. Broadcast entries must be sent to

HQ AFNEWS/BGOO  
203 Norton Street  
San Antonio, Texas 78226-1848

5. ALL broadcast products that do not arrive at HQ AFNEWS/BGOO by 18 February 2005 will be disqualified. Furthermore, all units who do not get their products in early for pre-screening will not be able to resubmit corrections if errors are discovered. Those errors may be grounds for disqualification. There will be no exceptions to the above requirements.
6. In order to ensure timely delivery of entries to AFNEWS, units should use command pouch service, priority mail, or overnight delivery service.

[Return to Table of Contents](#)

## **SECTION IX – REQUIRED DOCUMENTATION**

The 2004 Air Force Media Contest Entry Form is available for download on the AFBS Web site: <http://bg.afnews.af.mil/bgoo/mediacontest/2004entryform.doc>.

We suggest you save a copy of the form before beginning to use it. Save a copy of the form by right-clicking on the link above and choosing Save Target As. Select a location to save the form and click Save.

Entry forms and required documentation for individual categories must be submitted electronically (all in one email); hard copy submissions are no longer accepted. Full instructions for documentation follow.

1. One entry form must be filled out for each category entry. The official Air Force Media Contest entry form MUST be used. If it isn't, the entry will be disqualified.
2. All information for a category entry must be contained on a single entry form. Make sure that the form does not extend past one page. The only exception to this rule is if the number of contributors exceeds the space available.
3. When listing contributors, include the branch of Service (i.e. SSgt Joe Schmoe, USAF).
4. The unit or individual listed on forms under "Plaque Should Be Issued To" must be presented exactly as the submitting element wishes the names to appear on the award plaque or certificate. Use full names (no nicknames).
5. Unit/Duty Section entries must be spelled out and must include both the outlet's name and duty section, e.g., Det. 10, AFNEWS – News Section.
6. All blanks on the entry form must be filled in completely. "N/A" is inadequate.
7. Air Date: The airdate is the first date that the product was broadcast/cablecast to the internal audience. At a minimum, the month and year that it aired must be provided.
8. Location: The location is the broadcast or cable station that aired the product the first time it aired for the internal audience. The broadcast or cable station name and its location (e.g., AFN Aviano, Italy, or Commander's Access Channel, Langley AFB, Florida) must be included.

**IMPORTANT REMINDER!!**

***If an entry is a Unit submission, that unit name is what goes in the "Plaque should go to" block on the entry form. Individuals who played a role in the production of the product are then listed on the entry form in the "Contributors" block.***

***If an entry is an Individual submission, that individual is listed in the “Plaque should go to” block on the entry form. NO OTHER contributors are allowed for these types of entries and the “Contributors” block is left empty.***

9. All entry forms must have the “//signed//” designator and a supervisor’s name listed. At AFBS detachments, the supervisor should be the Detachment Chief or Operations Manager.
10. Send electronic copies of all the documentation listed in this section to HQ AFNEWS/BGOO ([afnews.bgoo@afnews.af.mil](mailto:afnews.bgoo@afnews.af.mil)) NLT 18 February 2005.

**NOTE:** If entry packages are sent in for early review (deadline 28 January 2005), the electronic documentation **MUST** also meet this deadline. Both the products and the required paperwork must be reviewed together.

## **SECTION X – CONTEST CONTACT INFORMATION**

Any questions, comments, or suggestions for improvement regarding the AFMC should be directed to:

TSgt Ryan Hoke  
[ryan.hoke@afnews.af.mil](mailto:ryan.hoke@afnews.af.mil)  
DSN 945-4307

MSgt Rob Ivie  
[rob.ivie@afnews.af.mil](mailto:rob.ivie@afnews.af.mil)  
DSN 945-4307

[Return to Table of Contents](#)

## **SECTION XI – JUDGING CRITERIA**

***Current AFBS Standards for ENG, Newscasts, Radio, etc. will be provided to judges well in advance of the contest. This will allow them to become familiar with our criteria.***

Entries must meet the highest standards of production, execution, and professional excellence as well as contribute to the internal information objectives of the Air Force. The primary focus of the judging will be on the message, not the medium. All entries will be judged according to the following criteria:



- Internal Information/Value to the Viewer:

*Does the information apply to the audience? Is the message important for the audience to hear? Messages can range from facility operating hours to a commander's issue or policy he or she wishes to convey to his or her community.*

- Script/Message Effectiveness:

*How well is it written? Is the message clear?*

- Technical Quality:

*Is there a good audio mix, quality of video, levels, lighting and editing?*

- Voice/Diction/Camera Presence:

*How well does the announcer/newscaster interpret the script and clearly enunciate? How well do the announcers present themselves?*

- Creativity:

*Is the presentation original? How effectively do the various elements work together?*

- Diversity:

*This criterion is used only for categories L and M. Does the individual nominated for Broadcast Journalist of the Year have the ability to perform well in all aspects of broadcasting? Writing, editing, announcing, producing, directing, etc. will be evaluated. For the Command Information Campaign category, does the nomination package include a variety of products that support the campaign?*

## **SECTION XII - NOTIFICATION OF WINNERS**

The Secretary of the Air Force, Office of Public Affairs, will inform units of the results of the Air Force Media Contest in March 2005.

AFIS will announce Thomas Jefferson Award winners in May 2005.

[Return to Table of Contents](#)

## **BACKGROUND PAPER**

### **CATEGORY L: COMMAND INFORMATION CAMPAIGN**

**(Name of Command Information Campaign)**

**(Submitting Unit)**

**CAMPAIGN REQUESTER:** (Who requested service?)

EXAMPLE:

Commander, 11 Civil Engineering Squadron, Bolling AFB, DC

**CAMPAIGN OBJECTIVE:** (What did the customer hope to accomplish? Include any pertinent initial benchmark statistics.)

EXAMPLE:

**Objective 1:** Reduce numbers of phone calls from community on construction projects. (Current 50 calls/day)

**Objective 2:** Reduce complaints on outdated facilities scheduled for construction. (Current 20/day)

**Objective 3:** Prevent injuries in the construction areas.

**TARGET AUDIENCE:** (Who did customer wish to reach? List primary and secondary audiences, if appropriate.)

EXAMPLE:

**Objectives 1 & 2:** Child Care Center -- Military member and/or spouse with children; Dormitory reconstruction -- Enlisted members living in, or on waiting list for dormitory quarters.

**Objective 3:** Primary: Children and adults living/working in/around construction areas. Secondary: All community members.

**SUMMARY OF ACTIONS TAKEN:** (Brief chronology of campaign from initial request to end of campaign -- if campaign is finished. Include coordination with other organizations in supporting the campaign, such as the local Public Affairs representative. NOTE: On-going campaigns must have started during contest year.)

**CAMPAIGN RESULTS:** (Summary of what goals were achieved--how successful the campaign was. Include any changes to initial benchmark statistics pertaining to each objective, survey results, or customer feedback.)

Attachment 1

**BROADCAST PRODUCTS AND AIR HISTORY  
FOR  
(Name of Command Information Campaign)**

(Identify all broadcast products used in support of campaign and provide its air history summary.)

EXAMPLE:

3 - 30 second radio spots	3/day - week 1
3 - 30 second radio spots	3/day - week 2
3 - 30 second radio spots	3/day - week 1-3
6 - TV news stories	2/week
3 - 1 hour live radio phone-in shows	1/week
etc.	



DEPARTMENT OF THE AIR FORCE  
AIR FORCE NEWS AGENCY

4 February 2000

MEMORANDUM FOR AFNEWS/BG

FROM: DET 17, AFNEWS  
Unit 1234  
APO AE 01234-5678

SUBJECT: Nomination for Broadcast Journalist of the Year

1. SrA Best Thereis is an exceptional broadcaster with a substantial track record of excellence in all she does. Her ability to communicate local, Air Force and DoD messages in a variety of broadcast mediums is superb. For example, she's been our lead TV news reporter in a series of mission stories aimed at increasing audience awareness of force protection measures. An outstanding communicator, her professionalism and talent help her excel as lead anchor for what is likely one of DoD's top base-level newscasts. Finally, her mastery of radio operations aided the detachment in winning Detachment of the Year honors. Best's achievements have significantly impacted local quality of life and events/issues awareness.

2. I'm confident the quality of Airman Thereis' work will shine through during your evaluation of her submissions for Broadcast Journalist of the Year. I proudly nominate Best for this distinguished honor and validate that all submissions are her work.

//Signed//

I.M. THEMAN, SMSgt, USAF  
Chief, Det 17, AFNEWS

Attachment 3